

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE				ATTY. DOCKET NO. DEM1P005		SERIAL NO. 09/741,959	
LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56				APPLICANT VENKATRAMAN			
				FILING DATE 12/20/00		GROUP 3624	
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL*	TRADEMARK OFFICE	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
Jm		AA 6,910,017	06/21/05	Woo et al.			
		AB 6,546,387	04/08/03	Triggs			
		AC 2002/0198794	12/26/02	Williams et al.			
		AD 2002/0123930	09/05/02	Boyd et al.			
		AE 2002/0107819	08/08/02	Ouimet			
		AF 6,405,175	06/11/02	Ng			
		AG 2002/0023001	02/21/02	McFarlin et al.			
		AH 5,521,813	05/28/96	Fox et al.			
		AI 5,212,791	05/18/93	Damian et al.			
		AJ 4,744,026	05/10/88	Vanderbei			
		AK 3,017,610	01/16/62	Auerbach et al.			
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)							
Jm	BA	Barth, Brad, "Shopko Tests Automated Markdowns", WWD 10/04/00, pages 1-3.					
Jm	BB	Cook, Martie, "Optimizing Space and Sales with Markdown Software", Office.com, 05/31/2000, page 1.					
Jm	BC	"Essentus and Spotlight Solutions Partnership Delivers Precise Markdown Decisions", Business Wire, 04/17/00, 3 pages.					
Jm	BD	Melcer, Rachel, "Local Tech Firm Creates Retail Markdown Tool", Business Courier online, 03/24/00, pages 1-4.					
Jm	BE	Technology Strategy Incorporated, <a href="http://www.grossprofit.com">www.grossprofit.com</a> , 03/02/00, pages 1-20.					
Jm	BF	Flanagan, David, "Javascript: The Definitive Guide, 3 <sup>rd</sup> Edition," published by O'Reilly in June 1998 (ISBN 1-56592-392-8) section 14.8.					
Jm	BG	Berners-Lee, T., "Hypertext Markup Language 2.0 Working Paper," Nov 1995 (pages 1-3).					
Jm	BH	Tellis, Gerard J., and Fred S. Zufryden, "Tackling the Retailer Decision Maze: Which Brands to Discount, How Much, When and Why," Marketing Science, Vol. 1, No. 34, 1995 (pages 271-299).					
EXAMINER				DATE CONSIDERED 11-14-05			

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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## U.S. PATENT DOCUMENTS

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## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

<i>Jw</i>	BI	Abraham, Magid M. and Leonard M. Lodish, "Promoter: An Automated Promotion Evaluation System," Marketing Science, Vol. 6, No. 2, 1987 (p. 101-123).
<i>Jw</i>	BJ	Little, John D. C., "Brandaid: A Marketing-Mix Model, Part 1: Structure," Operations Research, Vol. 23, No. 4, July-August 1975 (p. 628-655).
<i>Jw</i>	BK	Cerf, Vinton G. and Robert E. Kahn, "A Protocol for Packet Network Interconnection," IEEE Transactions on Communications COM-22, May 1974, (p. 637-648).

EXAMINER <i>James D. [Signature]</i>	DATE CONSIDERED 10-19-05
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